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# Shameel Arafin

**Executive** with extensive strategic and operational experience in technology, media, education and finance. Consensus-builder in high-pressure environments, project manager at scale. Domain expertise focused on media streaming and distribution (on-demand and live); app development (iOS, Android, Roku, FireTV, web); digital journalism (platform/CMS, and storytelling), and EdTech. Leader, educator, mentor, engineering gender-parity advocate. 10+ years in software engineering, product management, digital strategy, and large-scale project development. Former investment banker.

## Experience

### ViewLift

**December 2018 - July 2019**

*Vice President, Engineering*

- Report directly to the President, responsible for platform and client technology.
- Build and maintain core platform for digital distribution of live and on-demand content. Build and maintain client apps across all devices (iOS, Android, Roku, FireTV, etc.) Clients include NBCUniversal (streaming media), Monumental Sports Network (sports statistics and betting), NEOU (fitness).
- Manage distributed, global team of two dozen engineers (New York, India).

### CUNY, New Jersey Institute of Technology

**Winter 2015 - Present**

*Data Science & Artificial Intelligence Research/Instructor*

- Tech-In-Residence Corps: Working to fulfill Mayor's goal of supporting a pipeline of local talent pursuing tech degrees at CUNY. Developing curriculum and will be teaching survey on machine learning and data science as Adjunct Professor starting January 2019.
- Consulting with NJIT's Director of Data Science and Bioinformatics. Researching machine learning algorithms for fake news detection.

### Meredith Corp. (formerly Time Inc.)

**August 2015 - February 2018**

*Senior Director, Platform Engineering, News Group*

- Led engineering teams for News, Health and Education verticals, as well as branded content/native advertising efforts. Delivered multimillion-dollar engagements, working closely with editorial, advertising and marketing teams. Clients included Netflix and Siemens (seven-figure engagement).
- Responsible for all technological aspects of time.com, fortune.com, money.com, timeforkids.com, health.com and other brands, at scale - a portfolio that delivered hundreds of millions of monthly unique visitors.
- Successfully launched multiple award-winning projects, including TIME's Person of the Year "The Silence Breakers" and "Finding Home", winner of American Society of Magazine Editors (ASME) award, Picture of the Year (POY) award, and Edward R. Murrow award; Emmy-nominated.
- Drove re-architecture, re-platforming and development of Time For Kids, transforming it into an EdTech learning management system (LMS). Features include multiple lexile levels, translations, audio read-aloud, and online-assessment.
- Launched multiple re-designs of News, Education and Health brands.
- Recruited and led over a dozen developers, growing a team from 2 to 14 members, whose composition approached gender parity (43% female). Deeply involved in mentoring throughout the company, in Product, Design and Engineering departments.

### MediaStorm

**June 2011 - July 2015**

*Platform Architect & Lead Developer*

- Created architecture and back-end development for MediaStorm Platform, a cinematic, interactive storytelling tool.
- First online video player to implement transaction (pay to view), built on proprietary CMS — featured in TIME magazine. Key users/clients include Wall Street Journal, Sundance Institute, International Center for Transitional Justice.
- Led technology sections for MediaStorm Workshops.
- Recruited developers and interns. Initiated 401(k) plan.



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## SignalFive

*Co-Founder, CTO*

September 2008 - June 2011

- Co-founded SignalFive, an interactive design, development and strategy agency for web and mobile apps. Responsibilities included all aspects of entrepreneurship, from accounting (developed proprietary in-house invoicing system) to business development (led eight interns one summer) to RFPs (pitched FreshDirect).
- Clients included Al Gore's Alliance for Climate Protection . Built a multimedia app driven by citizen- and documentary video journalism.
- As an agency, developed various iPhone apps for clients such as Grand Marnier. Architected and coded prototype of PopStay, a social app for vacation-rentals and home-swapping (before AirBnB became the gorilla in the space).

## Massify

*Developer, Project Manager*

September 2007 - September 2008

- Back-end developer at Icahn-funded startup, a social network/ crowd-sourcing web application for the film and TV industry.
- Reported to CTO, worked with team to build and launch the beta version of Massify.com, which launched in November 2007, followed by a full launch a few months later.

## Freelance Developer

*Software Engineer*

December 2002 - June 2008

- Various projects, including full re-design, re-platforming and re-launch of Mercy Health System's websites throughout the greater Philadelphia area (14 websites launched simultaneously).

## Credit Suisse First Boston Tech Group

*Senior Research Associate*

July 1998 - March 2002

- Equity research in Semiconductor Capital Equipment and Communications Test & Measurement sectors.

## Deutsche Bank Securities Tech Group

*Research Assistant*

June 1997 - July 1998

- Research Assistant to Director of Research/Lead Analyst on PC Hardware & Software. Editor of *The Tech Daily*.

## Mentorship/Teaching/Advisory

### High School of Art & Design

*Advisory Board Member*

November 2016 - Present

- Syllabus ratification per New York Department of Education.
- Portfolio reviews, guest speaking.

### Mountain Workshops, Western Kentucky University

*Digital Storytelling & Data Visualization Coach*

October 2017

- Co-led week-long workshop with half a dozen students, using code, design, photo, video, and cartography to tell interactive, local stories.

## Certifications

### Scrum Alliance

*Certified Scrum Product Owner*

February 2018 - Present

## Education

### Harvard University

B.A. Literature (Honors)

September 1995 - June 1997

### California Institute of Technology

Electrical Engineering / Literature candidate

September 1993 - June 1995